

## RESPLENDENT SILKS FOR SPRING

"Silks are fashionable. To dress appropriately, one should have silks for Spring."

"Silks are economical, too. A few dresses of silk serve for many occasions."

Whether fashion or economy prompts your purchase the beauty of our silks and their desirability is certain. The variety of design, luxurious weaves and charm of color assure their place in the Spring Mode. The increasing number of customers in our Silk Section gives daily testimony to the qualities and values of our American Made Silks and the richer Silks of Hearn Importations from Paris.

Charmeuse    Crepe Metecors    Satins    Foulards  
Crepe Georgettes    Tricolettes    Sport Satins  
Tulle, plain or plaid  
Canton Crepe, heavy quality  
Sport Crepes, plain or plaid

HEARN

Established 1877

Dry Goods and Apparel

Fourteenth Street—West of Fifth Avenue

## February Sale of Lamps, Shades &amp; Furniture

**L**AMPS tall and small, cosy and stately, lamps for the drawing-room, the den the boudoir; lamps that bring with them the charm of exquisite taste and the satisfaction of sound value—all are included in Ovington's February Sale, at discounts of 10% to 50%.

And furniture that is unusual in design at prices that are unusual even for Ovington's: 10% to 25% reductions from regular prices.



Though the variety of the lamps is almost infinite, the quality is consistent.



Floor lamps, graceful of line and convenient for reading, are shown in many designs.



Table lamps that harmonize with their surroundings without sacrificing their distinction.



Included in the furniture sale are tables of many kinds, tea wagons and cabinets.

OVINGTON'S

"The Gift Shop of Fifth Avenue"

312-314 Fifth Ave., Nr. 32nd St.  
New York

## BOHN SYPHON REFRIGERATOR

Let us tell you who own Bohn Refrigerators in your neighborhood. Ask them what they think of the Bohn. Call and see us.

Bohn Refrigerator Co.,  
53 W. 42d St., N. Y.



## Permanent Waves

First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Thomas, of Paris.

\$20 all over head.  
\$1 per curl.  
Chase-a-Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$1 and up.

Francis 8 West 37th Street



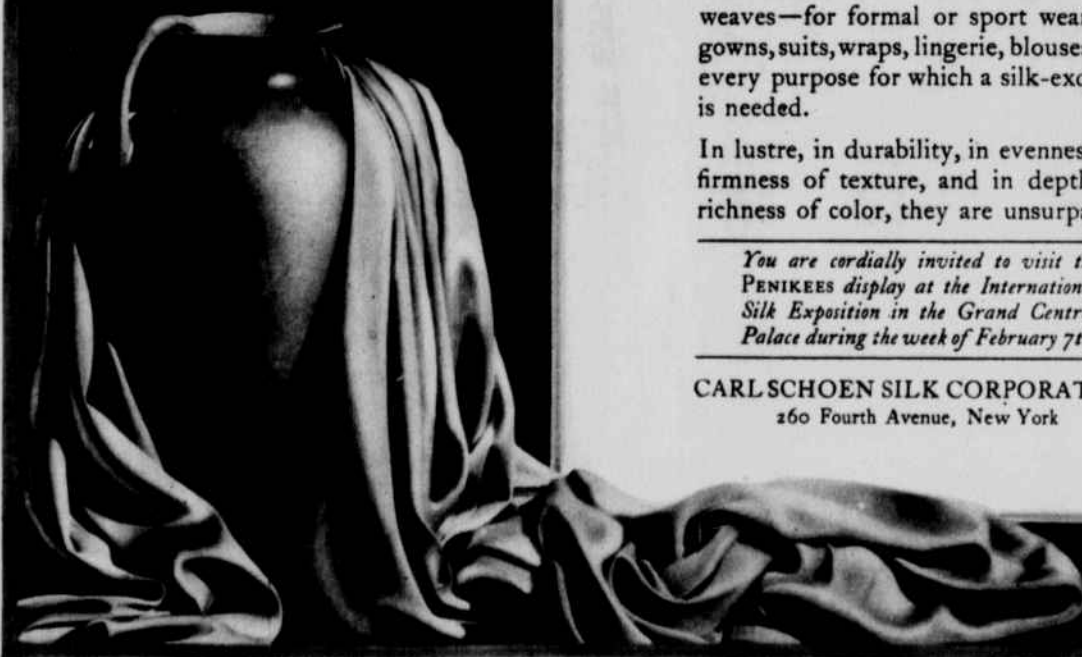
## Liberal Prices Paid

For Slightly Used Gowns, Wraps, Furs and General Attire. For 27 years we have enjoyed the privilege and confidence of hundreds of the best families of America, and we would appreciate the opportunity of purchasing apparel which you no longer desire. We also allow full value for diamonds, jewelry, silverware, furniture, draperies, rugs, etc.

Mme. NAFTAL

69 West 45th St., New York  
Bet. 5th & 6th Aves. Tel. Bryant 670.

## PENIKEES SILKS



THE name PENIKEES is a synonym for silk-beauty—a hall-mark of silk quality.

PENIKEES SILKS cover a wide range of weaves—for formal or sport wear—for gowns, suits, wraps, lingerie, blouses—for every purpose for which a silk-exquisite is needed.

In lustre, in durability, in evenness and firmness of texture, and in depth and richness of color, they are unsurpassed.

You are cordially invited to visit the PENIKEES display at the International Silk Exposition in the Grand Central Palace during the week of February 7th.

CARL SCHOEN SILK CORPORATION  
260 Fourth Avenue, New York



Has no hooks,  
eyes nor buttons.

Slips over head,  
fastens at waist.

The Figure You Admire is Obtained by Wearing the Circlet

"It Beautifies as it Encircles"

All Good Stores—\$1.50 to \$3.00  
Nemo Hygienic-Fashion Institute  
New York

## PermanentWave'16

(Half of head)  
Or \$1.00 Per Curl

By famous C. F. Therapeutic Steaming Process. Highly beneficial to the hair. Testimonials for your reference.

Care of Prematurely Gray Hair.

Special face treatment. Send for Method Booklet.

CHARLES & RUTH FREY,

Hair and Skin Specialists

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Telephone 3784 Murray Hill.

## Geyser Electric Washer

The Geyser Washer is the smallest efficient washer made. A geyser of suds is driven thru and thru the clothes.

For information telephone Pennsylvania 6420. List of our dealers will be sent on easy terms payment plan, and booklet sent upon request.

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1270 Broadway, N. Y.

## WHY HAVE GRAY OR FADED HAIR?

## HENNA D'OREAL

NEW FRENCH DISCOVERY which is composed of pulverized Henna and Herbs, provides the best coloring in the world. Not affected by previous dye. Will not stain scalp or rub off. All shades, easy to apply. Beware of inferior substitutes. A perfect preparation proven to be absolutely the best. Price, \$2.25. Address Dept. B. R. PAUL, Hair Coloring Specialists, 34 W. 37th St., N. Y. Tel. FIVE 6790.

## Reduce Your Flesh

by wearing

Dr. Walter's Reducing Rubber Garments

For Men & Women Cover entire body or any part. Send for Illustrated Booklet.

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353 Fifth Ave., N. Y.  
Bilings Bldg., 4th fl.  
Heat Reducer, Price \$5.00  
(Thin Reducer, \$2.50) (Rt. 134th St., 3d door E)